

Station	WPGH-TV PITTSBURGH, PA	Agency	() SHORR JOHNSON MAGNUS	Rep Firm	
Advertiser	() POLITICAL		1831 CHESTNUT ST #602	Sales Office	() WASHINGTON
Product	BOB CASEY FOR SENATE		PHILADELPHIA, PA 19103	Salesperson	() KATHRYN SARDINSKY
Estimate#		Agency C/P1/P2/E			
Buyer	MIKE DETTORE	Flight Dates	08/28/2012 - 08/31/2012	Salesperson Phone#	202-955-5342
Phone#		Hiatus Weeks		Salesperson FAX#	
Fax#					

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

Ln	Dates	Time	Program	Len	Rate	Day	Spots/Week	# of Weeks	Total Spots	Total Cost
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1	08/28-08/31	10P-11P	NEWS	:30	\$900.00	TU-F	1	1	1	\$900.00
2	08/28-08/31	11P-1130P	SEINFELD	:30	\$300.00	TU-F	1	1	1	\$300.00

---REPORT TOTALS---

Report Totals: 2 / \$1,200.00

---SALES MONTHLY TOTALS---

Sep 12: 2 / \$1,200.00
Sales Totals: 2 / \$1,200.00
Station Totals: 2 / \$1,200.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$24,000	CABL	0%	KDKA	37%	UNKN	0%	WPCW	0%	WPGH	5%
		WPMY	0%	WPXI	21%	WTAE	37%				

---COMPETITIVE COMMENTS---

SHARE EST

Books null
Demos RA35+